



Wisconsin Main Street News

Volume 1, Issue 1

September 2006

Special points of interest:

- Eagle River hosts Commerce Secretary Mary P. Burke
- Prairie du Chien Workshop on September 20-22
- Main Street Awards just announced for Rice Lake on April 27
- National Main Street Center Certification Institute deadline November 1.
- Preservation Services Fund Deadline October 1.

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Three New Communities Join Main Street

Wisconsin Governor Jim Doyle and Department of Commerce Secretary Mary P. Burke recently announced the selection of Lake Mills, Rhinelander and Whitewater as the newest members of the Wisconsin Main Street Program. The total number of communities in the program is 36.

The communities were accepted into the program after filling out a detailed application and making a presentation to the Wisconsin Main Street Council.

During their first five years in the program, the communities will receive intensive training, design, business and technical assistance.

Lake Mills, a community of 4,766, has a distinctive, cohesive downtown area with exceptional historic building stock – over half of the buildings were constructed before 1920. The community is near the beautiful, spring-fed, 1,200 acre Rock Lake and offers tremendous recreational opportunities.

The community's goals are: develop stronger retail, service

and residential mix; create a cohesive downtown streetscape program; strengthen downtown as a community gathering place for events; develop historic preservation strategies; promote tourism by marketing Lake Mills as a destination community.

Lisa Maurer, a local realtor, has been hired as their executive director.

Rhinelander, a community of 7,735 in Oneida County, boasts a Historical Society Museum located in a house built in 1894 and the Oneida County Courthouse. The Main Street area stretches over 24 square blocks and is home to more than 170 businesses.

The community's goals are: revitalize the historic city center so area residents see the downtown as their shopping district; become a "must visit" destination spot for visitors; preserve and improve the existing architecture; facilitate a partnership with other organizations; establish a hike/bike bridge over the Wisconsin River creating another point of entry to the city and enhance the overall economic strength of the greater Rhinelander area.



Commerce Secretary Mary P. Burke speaks at Rhinelander's celebration (Photo courtesy of Patricia Mandli, North Star Journal)

Jeff Hall recently started his position as the director of Downtown Rhinelander Association.

Whitewater, a community of 13,512, is home to the University of Wisconsin – Whitewater and is a distinctive historic downtown commercial district bounded by residential neighborhoods, Whitewater Creek, the Cravath Lake mill pond and Lakefront Park.

The goals of the community are: establish and sustain a management structure for downtown revitalization; *(Continued on page 4)*



Secretary Mary P. Burke (far right) poses with Main Street Director Lisa Maurer, City Manager Steve Wilke and Main Street Community Co-chair Tom Boyls.



A group works on the community's vision in Whitewater.



The new executive directors at training August 2-3 in Stevens Point. Thanks to Jami Gebert for her wonderful hospitality.

Welcome New Main Street Directors

Please welcome these new directors to the Wisconsin Main Street Program. Each of them brings a wealth of diverse skills to their programs, which might be of assistance to existing Main Street communities.

Suzi Osterday of Darlington came out of retirement to work for the Darlington Chamber/Main Street program. Suzi's roots are strong in retail as she ran her family's clothing store in Darlington. She can be reached at dton-main@mhtc.net.

Lisa Maurer of Lake Mills has worked as a realtor for the last three years and will work part-time as the director of Lake Mills Main Street. Prior to that she worked for the Madison Symphony Orchestra as a special events coordinator. Lisa can be reached at lmaurer@lakemillsmainstreet.org.

Renae Rogers of Osceola worked as a senior interior designer for Marshall Field's before making the jump into Main Street. She has worked in both the public and private sectors, including working in

Minnesota's state government. Renae can be reached at chamber@vil.oscelola.wi.us

Before working at the Portage Main Street program, **Vince Masterson** of Portage was a finance/administrative analyst for the City of Casper, Wyoming, but his roots are in Wisconsin. Vince received his bachelor's degree from UW-La Crosse and his masters from UW-Milwaukee. He can be reached at mainstreetportage@verizon.net

Jeffery (Jeff) Hall of Rhinelander worked at Eastman Kodak for 28 years as a senior research fellow before joining Main Street. He has several patents for things he developed while at Eastman Kodak. Jeff can be reached at Howdy2@Frontiernet.net

Susan Dascenzo of Watertown worked for the Wisconsin Historical Society prior to joining the Watertown Main Street program. She also worked for the Stoughton Chamber of Commerce. Susan can be reached at watertown-main@sbcglobal.net.

Leah Kramer of Wausau is returning to her hometown for her position as the executive director of the Wausau Area Events and Main Street Wausau. Prior to this, she worked for the Uptown Association in the Twin Cities and has a background in event planning. She won't be Kramer for much longer as she will be married in late October and will change her last name to Alters. Leah can be reached at leah@wausauareaevents.org

Josephine (Josie) Minskey of West Bend brings a background as an advertising and marketing coordinator for Charter Media and former downtown business owner to her current position as the director of Downtown West Bend. Josie can be reached at josie@downtownwestbend.com

Allison (Ali) Lodge of Whitewater came to the Downtown Whitewater program from Ossipee, NH, a New Hampshire Main Street community.

Ali can be reached at lodge@downtownwatertown.com.

Dunlap newest member of Wisconsin Main Street



Catherine Dunlap

The Bureau of Downtown and Community Revitalization welcomes the newest member of the Wisconsin Main Street staff, Catherine Dunlap.

The New Executive Director Orientation was the first time Catherine presented at a Main Street workshop. She talked about "Lessons Learned from a Career in Main Street" and what it takes to start a Main Street office.

Catherine started her position at the Department of Commerce as the downtown revitalization specialist on July 24 and resides in Madison.

In her new duties, Catherine will be providing technical assistance to Wisconsin's 36 Main Street communities. She will be

involved in issue-specific technical visits, program assessments, strategic planning, promotional planning, and business development activities. She says that she is looking forward to getting to know the directors in each of these communities.

Catherine is no stranger to Main Street as she has spent more than seven years in the field. She most recently worked as the executive director of Downtown Bloomington Association, an Illinois Main Street community. She also worked for the Cape Girardeau, Missouri and Mascoutah, Illinois, Main Street programs.

Prior to starting her career in Main Street, Catherine worked as a newspaper reporter in

Vincennes, Indiana and Mount Vernon, Illinois.

The Jacksonville, Illinois native received her bachelor's degree in Communication Arts from Culver-Stockton College, in Canton, Missouri and is a 2003 graduate of the National Trust Main Street Center's Certification Institute in Professional Main Street Management.

This two-year intensive training on the Main Street Four-Point Approach is designed to give seasoned professionals advanced tools and problem-solving skills. Graduates have the right to use CMSM after their names which stands for "Certified Main Street Manager." For more information on this program go to www.mainstreet.org

Get Plugged into Wisconsin Main Street Newsletter

The Wisconsin Main Street Program (WMS) is reintroducing the *Wisconsin Main Street News*, a quarterly newsletter, in a new and improved format. Instead of printing and mailing it, the newsletter will be emailed to Main Street directors and board presidents in the communities the program serves.

The information in the newsletter is meant to be shared with volunteers and city/village leaders, so please pass it along.

The purpose of this newsletter is to keep Main Street directors and members of the local boards of directors updated on activities and projects at Wisconsin Main Street, the Department of Commerce and the communities WMS serves.

The newsletter isn't solely about WMS. It is also designed to share successes of your local

program as well.

WMS staff encourages the Main Street directors to submit items for possible future articles in the newsletter. Not everything the communities submit will appear in the newsletter, however every attempt will be made to include as many as possible.

Suggested topics for the newsletter are successful projects that represent any of the Four Points of Main Street, organization, promotions, design and economic restructuring.

Submitting items is as easy as adding [Catherine Dunlap](#), to your press release, email or fax (608- 264-7834) lists. Or if you want to submit larger stories with photos, please get them to her by the following deadlines: November 15, February 15, May 15.

Downtown Conference in Wausau

The "Recapturing Your Downtown" Conference will be held October 25-26 in Wausau. This conference is designed to provide tools to communities to help their downtowns grow and anyone interested in strengthening their downtowns is encouraged to attend.

The conference will open with a welcoming reception at the Greenheck Lounge in the Performing Arts Center. Thursday's conference sessions at the Jefferson Street Inn will feature Keynote speaker Lauren Adkins, National Trust Main Street Center on the "Next 25 years of Downtown Revitalization" and Keynote speaker Chris Clarke-Epstein on "Downtowns are built on Intangibles." Workshop topics will include redevelopment, fundraising, farmers markets, public art, downtowns in small

towns and attracting businesses.

This training opportunity is sponsored by Wisconsin Main Street, the City of Wausau, Wisconsin Department of Commerce, Wisconsin Public Service, University of Wisconsin Stevens Point (UWSP) Small Business Development Center and UWSP Extension office.

For more information about this conference or to register for the conference, go to <http://www.uwsp.edu/conted/conferences/downtown> or call 800-898-9472.



WISCONSIN MAIN STREET



MAIN STREET

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Main Street Council Members

Brian McCormick, Madison
Jim O'Keefe, Madison
Thomas Meiklejohn III, Fond du Lac
Paul Knuth, Rhinelander
Virginia Haske, Algoma
Gerald White, Beloit
Tim Anderson, Madison
Darryl Johnson, Milwaukee
Jill Rennicke, Bayfield
Judith Wall, Prairie du Chien
Ben Cress, Manitowoc
Dick Best, Menomonie
John Gardner, Stevens Point
Shawn Graff, Slinger
Lisa Kotter, Clintonville

commerce.wi.gov



Wisconsin Main Street Directors

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Algoma 2000 Michael Glime 920-487-5498 ciofa@greenbaynet.com	Lake Mills 2006 Lisa Maurer 920-648-2344 lmaurer@lakemillsmainstreet.org	Portage 2003 Vince Masterson 608-745-1861 mainstreetportage@verizon.net	Sturgeon Bay 1994 Becky McKee 920-743-6246 beckymckee@sturgeonbay.net
Beloit 1988 Kathleen Braatz 608-365-0150 Kathleen@downtownbeloit.com	On Broadway (Green Bay) 1995 Naletta Burr 920-437-2531 naletta@onbroadway.org	Prairie du Chien 2005 Pam Ritchie—Sept. 5 608-306-2461 pdemainstreet@mchsi.com	Tigerton 1993 Virginia Kauffman 715-535-2110 ktours@frontiernet.net
Chippewa Falls 1989 Jim Schuh 715-723-6661 Jim.cfms@charter.net	Marshfield 1990 Kim James 715-387-3299 kim@mainstreetmarshfield.com	Rhinelander 2006 Jeff Hall 715-362-7374 Howdy2@Frontiernet.net	Two Rivers 1996 Michael S. Zimmer 920-794-1482 mainstreet@lakefield.net
Columbus 1992 Kim Bates 920-623-5325 info@ColumbusMainStreet.org	Lincoln Village (Milwaukee) 2001 Neil White 414-672-2249 neil@lincolnvillagemilwaukee.org	Rice Lake 1991 Kathy Wellstandt 715-234-5117 rlmainst@chibardun.net	Viroqua 1989 Ingrid Mahan 608-637-2575 infodesk@viroqua-wisconsin.com
Darlington 1996 Suzi Osterday 608-776-3067 dtonmain@mhtc.net	Mishicot 2001 Vacant 920-755-3411 mishicot@milwpc.com	Richland Center 1992 Susan Price 608-647-6205 Chamber1@richlandchamber.com	Watertown 2000 Susan Dascenzo 920-261-5185 watertownmain@sbcglobal.net
DePere 1990 Jerilyn Schad 920-338-0000 jschad@deperewi.org	Monroe 2005 Susan Rolander 608-328-4023 monroemainstreet@tds.net	Ripon 1988 Craig Tebon 920-748-7466 mainstreet@dotnet.com	Wausau 2002 Leah Kramer 715-843-0748 leah@wausauareaevents.org
Eagle River 1999 Rita Fritz 715-477-0645 errp@nnex.net	Osceola 1997 Renae Rogers 715-755-3300 chamber@vil.osceola.wi.us	Sharon 1994 Karen Kenney 262-736-6246 sharonmainstreet@elknet.net	West Allis 2001 Brian Preiss 414-774-2676 director@downtownwestallis.com
Fond du Lac 2004 Terri Fleming 920-921-9500 terrif@fdlac.com	Pewaukee 1996 Elaine Kroening 262-695-9735 elaine@positivelypewaukee.com	Sheboygan Falls 1988 Nancy Verstrate 920-467-6206 nverstrate@sheboyganfalls.org	West Bend 1999 Josie Minskey 262-338-3909 josie@downtownwestbend.com
Gillett 2002 Wayne Strei 920-855-1414 wayne@revitalizegillett.org	Platteville 1999 Cheryl Zmina 608-348-4505 pvmainst@yahoo.com	Stevens Point 2004 Jami Gebert 715-343-5356 mainstreetmanager@sbcglobal.net	Whitewater 2006 Ali Lodge 262-473-2200 lodge@downtownwhitewater.com



Gov. Doyle congratulates Whitewater at their designation.

Three towns from Page 1... improve existing downtown building conditions and increase the number and mix of residential units/tenants; increase the level of downtown employment; improve the downtown retail mix based on market analysis and community survey; increase the number of downtown events and make the downtown a destination for the Whitewater area.

Allison Lodge started as the director of the Downtown Whitewater, Inc. in June.

Main Street Upcoming Events

September 6 Volunteer Training on Organization at Rhinelander	November 15 Newsletter deadline	March 25-28 National Main Street Conference Seattle, WA
September 11 Volunteer Training on Design at Lake Mills	December 10 Main Street report due	April 10 Main Street report due
September 20-22 Executive Director Retreat Prairie du Chien	January 10, 2007 Main Street Board Training Portage	April 27 17 th Annual Main Street Awards Program Rice Lake
October 10 Main Street report due	Main Street report due	May 10 Main Street report due
October 20 Wisconsin Historical Society and NTHP Workshop on Sensitive Infill Construction Milwaukee	January 10-12 Executive Director Workshop on how to handle difficult merchants/volunteers Rick Segel Portage	May 15 Newsletter deadline
October 25-26 Recapturing Your Downtown Conference Wausau	February 10 Main Street report due	June 10 Main Street report due
November 10 Main Street report due	February 15 Newsletter deadline	June 13-15 Executive Director Workshop on Upper Story Housing at Beloit
	March 10 Main Street report due	
	March 12-14 Executive Director Workshop on Sponsorships Fond du Lac	

Items listed on this calendar are subject to change. Please contact the Wisconsin Main Street office at 608-267-3855 for more information.